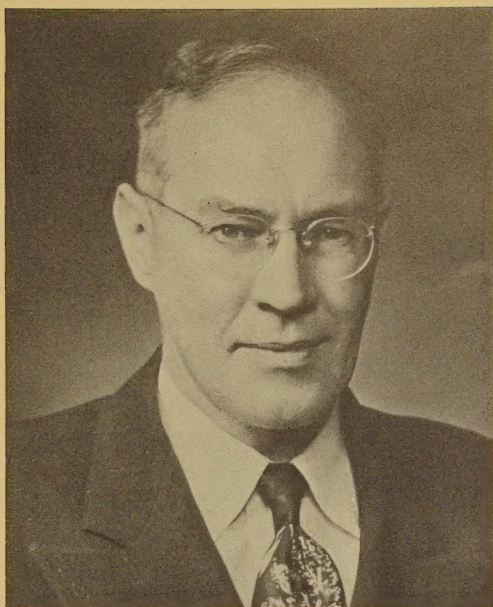




COKER'S 1960 SEASON TOBACCO CATALOG



ROBERT R. COKER, *President*
Coker's Pedigreed Seed Co.

To Our Friends and Customers:

We are offering growers of flue cured tobacco the choice of a number of well bred, productive varieties of good leaf characteristics which should enable them to produce a wide range of leaf quality which is necessary to fulfill the overall requirements of the trade.

As we did last year, we again urge tobacco growers not to plant their entire acreage in any one variety, to use care in choice of their tobacco land and to follow best management practices in fertilization, spacing, curing and grading.

We cordially invite all interested growers of cigarette type tobacco to visit our seed breeding farms at Hartsville during the 1960 growing season to observe our tobacco breeding work, and to see new and improved strains and varieties we are developing for the improvement of the yield and quality of the flue cured tobacco crops of the future.

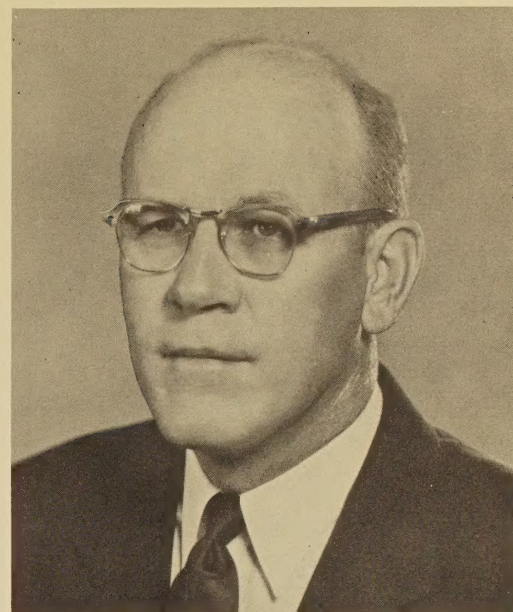
Robert R. Coker



Weighing and recording green leaf weights in one of our tobacco variety tests. Each cropping of each variety is carefully weighed both in green and cured state. This information is used in determining total pounds and dollar value per acre.

From our continuous breeding and improvement operations, we are releasing two new tobacco varieties for limited planting in 1960 . . . Coker 128 and Coker 316. Both tobaccos have good resistance to black shank and have shown little loss when planted on soils infested with wilt. The Coker 128 is heavier bodied with relatively high nicotine content while the Coker 316 is a more medium bodied type. Our suggestions for growing each of these varieties to produce good yields of the best quality leaf will be found on the following pages. Each grower is urged to plant only a part of his crop to any new variety.

In our breeding work we try to combine resistance to all major diseases with other desirable qualities in varying types of tobacco. These range from the stronger types that produce desirable leaf even on the lighter soils under conditions of heavy rainfall, to those more adapted to heavier soils and able to withstand extremes in climatic conditions during the growing season. The higher yielding, medium bodied tobaccos should be given ample space and sufficient fertilizer in order to produce the more desirable smoking leaf. Every grower should provide the best management possible along with the selection of adapted varieties that meet the demand of the trade. This is especially true since the high prices currently paid for leaf will tend to curtail purchases for the export trade in competition with lower priced and increased production in foreign countries. It is our



C. H. ROGERS, Ph.D.
In Charge, Tobacco Breeding and Production
Coker's Pedigreed Seed Company

earnest desire to supply you as a grower with the types that will enable you to make the best leaf possible under your conditions. But regardless of the variety you plant, to get the greatest benefit — **you must provide continuous good management to your crop.**

C. H. ROGERS

Henry Cooke, Coker Representative for North Carolina, examines a black shank resistant variety grown on heavily infested soil in one of our disease nurseries.



FOR 1960! two new

COKER 316

BREEDER'S REGISTERED SEED

BLACK
SHANK
RESISTANT

This tobacco has been reselected from crosses of Coker 187-Hicks and *Nicotiana debneyi*, a wild tobacco having especially good resistance to blue mold. It has very high resistance to some of the soil borne diseases, and a slight tolerance for the blue mold disease.

GROWTH CHARACTERISTICS

Plants of this variety average from 21 to 24 leaves which are well spaced on the stalk and are fairly wide and about twice as long as wide. It is medium late blooming, averaging about 62 days from transplanting. Leaves are spaced from 2¼" to 2½" apart on the stalk.

HANDLING QUALITIES

This variety responds well to wide differences in growing conditions and it is not readily broken in handling. If allowed to properly ripen, it is easily cured, usually to a good orange color. Leaves are medium to heavy-bodied and are of good texture. Like any other variety, leaves should be allowed to properly ripen before harvesting.

ADAPTABILITY

Coker 316 has been tested in many locations of the Carolinas and responds well on all of the soil types on which it has been grown. It is especially adapted to heavier soils and since it can be expected to produce above average yield, it should have a little more fertilizer than is commonly used with most varieties. In general, this variety produces about like Coker

187-Hicks which is usually about 10% above other commonly grown resistant varieties. It has good storm resistance and does not prematurely bloom under dry or chilly weather conditions.

DISEASE RESISTANCE

Coker 316 is highly resistant to black shank and has good tolerance to Granville and Fusarium wilts. It is recommended for planting on severely black shank infested soil, especially in the Middle and Old Belts. There has been little or no loss when grown on the most severely infested soil that we have been able to find. Early lower yielding lines evolving from this cross have high resistance to blue mold. This line, however, has only a mild tolerance to this disease. It can be expected to produce well under fairly severe black shank conditions.

CHARACTERISTICS

PLANT TYPE: Medium height about 54 inches with leaves about 2½" apart, similar to 402 or Golden Harvest.

LEAF: Broad, over twice as long as wide, from 22 to 24 per plant, looks about like 402 or Golden Harvest, medium body, low breakage, easily cured.

STALK: Medium size, good root system, storm resistant.

YIELD: A little above average in yield. Does fairly well under adverse weather conditions.

QUALITY: Good quality if given space and good management and allowed to fully ripen before harvesting.

ADAPTABILITY: Grows well on wide range of soils, but more suited to heavier tobacco land.

DISEASE RESISTANCE: High resistance to black shank, moderately good resistance to wilt, comparatively little crown rot after transplanting if handled with care.

PRICE, 1959 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

IMPORTANT NOTE: Coker 316 was bred and has been reselected on soils severely infested with black shank and the wilts. It has shown high resistance to black shank and good tolerance to both Granville and Fusarium wilt in all locations tested. However, we cannot guarantee performance, since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.



Large, well spaced leaves of good texture and body characterize our new Coker 316 variety. Here Dr. Rogers and J. Wallace Talbert, Coker Vice President in Charge of Sales, inspect a typical plant.

disease resistant varieties

COKER 128

BREEDER'S REGISTERED SEED

BLACK
SHANK
RESISTANT

This tobacco was selected out of a cross of Coker 187-Hicks and Oxford 1-181. It has fairly high resistance to black shank and moderate resistance to wilt. It has been reselected for four generations on severely infested soil and has been tested throughout the Carolinas and Virginia on diseased areas. Since it is above average in nicotine and is medium heavy bodied, it is especially recommended for the Eastern Belt or other areas of medium to medium light soils where higher rainfall is expected. This variety should produce leaf for both export and domestic trade and fairly good returns to the grower.

GROWTH HABITS

Plants of Coker 128 average from 20 to 24 leaves per plant and resemble Oxford 1-181 or intermediate between this variety and Broadleaf Hicks. The leaves are medium wide and are about like these two varieties in appearance. The plants grow a little taller than Hicks and the leaves are well spaced so that ample sunlight and air can reach all leaves and growing points. Number of early suckers are below average.

HANDLING QUALITIES

Like any other variety, leaves should be well ripened before harvesting. It is easy to handle and cure, being about like Hicks in these respects. Leaves cure easily to a rich lemon or orange color and are of good body and texture. This variety has yielded about the same as Broadleaf Hicks and sells for about the same price per pound and acre.

SOILS AND FERTILIZER

This variety is adapted to a fairly wide range of soil and climatic conditions, but is relatively better in the Eastern areas, and especially where rainfall is higher and where irrigation facilities are available. It is medium to medium late blooming and should be fertilized about like Hicks or other varieties that produce average yields. It will usually withstand adverse weather conditions a little better than some of the older varieties that are medium to medium early blooming.

DISEASE RESISTANCE

Coker 128 has shown good resistance to black shank and moderate resistance to Granville and Fusarium wilt. Like most of our varieties and nursery breeding material, this tobacco has also been reselected, over the years, on soils severely infested with nematodes.

CHARACTERISTICS

PLANT TYPE: Medium height, about 4½ ft., Oxford 1-181 or intermediate type, medium late blooming.

LEAF: Long, medium width, about 2½ times as long as wide, spaced 2½ to 2¾ inches apart on stalk, medium to heavy body, 20-22 per plant. Easily cured to rich lemon or orange color.

STALK: Medium size, well rooted and fairly storm resistant.

YIELD: Average, about like Hicks.

QUALITY: Good texture and body, above average in nicotine. Has sold well on warehouse floor.

ADAPTABILITY: Especially suited to medium or light soils and general coastal plain area.

DISEASE RESISTANCE: Fairly high black shank resistance, moderate wilt resistance.

PRICE, 1959 Breeder's Registered Seed: \$10.00 per ounce, postpaid.

IMPORTANT NOTE: Coker 128 was bred and has been reselected on soils severely infested with black shank and Granville wilt. It has shown moderate to good resistance to black shank and moderate resistance to Granville wilt in all locations tested. However, we cannot guarantee performance, since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

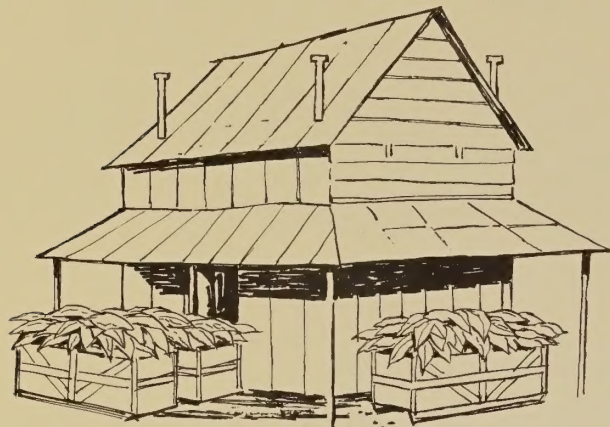


Robert R. Coker, President, Coker's Pedigreed Seed Co., and Dr. Rogers are shown in a seed field of Coker 128 on our Hartsville Farms. This new variety should produce desirable leaf for both export and domestic buyers.

from **BED**



to **BARN**



to **BUYER...**



COKER TOBACCO SEED PAYS!

The man who grows it, knows it. Coker's pedigreed tobacco varieties are easy to grow, easy to handle, easy to sell. At season's end, your reward for planting Coker's tobacco seed is **extra poundage of quality leaf**. Leaf that has the texture, body, aroma and color the buyers want. Leaf that consistently brings the highest dollar returns per acre. And it all starts from something you can't even see — that priceless "something extra" our breeders put into every single seed of every variety.

Don't settle for less on **your** farm. This year, plant Coker's Pedigreed Tobacco Seed.

"I want quality and that's what I get when I plant Coker's tobacco seed . . . been planting it about 20 years. The past few years I've sowed a pound of Coker Hicks each fall. I plant Coker Hicks because I get good seed and my crop is real good from the bed through sales. Last year our 19 acres averaged 2200 to 2900 lbs. per acre."

A. D. Dasher — Glenville, Ga.

"Coker Hicks tobacco sure does a good job for me. I averaged 2590 pounds per acre this year with a net of 66c per pound after charges. I've planted Coker's tobacco seed for several years and haven't come under 2200 pounds per acre for the past 5 years. I'll plant Coker's seed again next year."

H. J. O'Steen — Blackshear, Ga.

"One of our customers averaged 3496 pounds per acre with Coker's White Gold Tobacco. His sons averaged 2736 pounds on 9.17 acres with the same variety. Needless to say, they'll plant Coker's White Gold again next year. They planted this in 44" rows and 20" in the drill with the 5th rows out. Records like these are the reasons that we recommend and sell Coker's!"

J. B. Scott — Pierce Trading Co.
Blackshear, Ga.

"I plant a little over 40 acres of tobacco each year and have been using your pedigreed seed for several years. They have always been tops in performance. We have never gone wrong in following your variety recommendations."

Sidney Fleming — Henderson, N. C.

"I had seven acres of Coker 187-Hicks tobacco and the hail completely destroyed it on June 15. I turned out suckers from ground, and averaged 2400 pounds per acre. I received \$1,100 per acre for this crop."

Morris Woodlief — Youngsville, N. C.

"I have used Coker's pedigreed tobacco seed for many years. I've averaged \$1,100 to \$1,200 per acre for the last three or four years on a 12-acre allotment. Your tobacco seeds are tops to me."

Haywood Holmes — Youngsville, N. C.

COKER 187-HICKS

BREEDER'S REGISTERED SEED

BLACK
SHANK
RESISTANT

During the 1959 tobacco marketing season, Coker 187-Hicks was again among the top money-makers in the entire flue-cured area. For 1960, we're offering an even better strain, reselected from new 187-Hicks breeding lines in our nurseries. This improved strain is higher yielding, has more resistance to black shank, Fusarium and Granville wilt, and will withstand variations in climate better than previous strains. We've improved the overall quality and uniformity of Coker 187-Hicks, too — from the bottom to the top of the plant.

Plants of this variety average about 50 inches high and produce from 23 to 24 leaves per stalk, spaced 2 to 2¼ inches apart. Leaves are broad and medium-long; not as brittle as some varieties. They appear somewhat crinkly, similar to Coker 187, and tend to smooth out as they ripen.

EASY TO HANDLE . . .

Coker 187-Hicks is easily handled, and responds well to a wide range of growing conditions. It cures easily to a rich lemon or orange color with good body and texture, especially when properly managed throughout the growing season and reasonable care is exercised in cropping.

WIDELY ADAPTED . . .

Coker 187-Hicks is adapted to all soils and climate of the flue-cured district from Florida to Virginia. It does especially well on medium to medium heavy soils. A medium-late bloomer, it withstands adverse weather conditions without early flowering.

RESISTS DISEASES . . .

Coker 187-Hicks has been tested throughout the Carolinas and Virginia for four years on soils heavily

infested with disease organisms. At all locations tested it has shown continuously high resistance to black shank, Granville wilt and Fusarium wilt. Our newest strain, for 1960 planting, has the highest degree of combined resistance to these diseases of all the strains we have tested.*

A HIGH YIELDER . . .

This tobacco has consistently outyielded most standard varieties, producing a good grade of leaf that sells well on the warehouse floor. It will usually average at least 10% more leaf per acre than the best non-resistant varieties.

**Despite the relatively high disease resistance of Coker 187-Hicks, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.*

"We plant about 60 acres of tobacco each year, and it's my opinion that your Coker 187-Hicks is the best resistant variety we can plant in this area."

Joe K. Parker — Henderson, N. C.

"I averaged \$1,186.00 per acre on eight acres of your Coker 187-Hicks tobacco this year."

John R. Howell — Smithfield, N. C.

CHARACTERISTICS

PLANT TYPE: Of average height and appearance. Leaves are broad, medium long and spaced 2-2¼ inches apart.

LEAF: Not as brittle as some varieties. Easily handled; cures to a good color.

STALK: Medium size, well anchored with good storm resistance.

YIELD: Produces moderately high yields of cured leaf; averages 10% or more above the best non-resistant varieties.

QUALITY: Makes a good grade leaf when given reasonable attention and fair growing conditions.

ADAPTABILITY: Widely adapted, with good growth and leaf quality at all locations.

DISEASE RESISTANCE: Has shown continuously high resistance to black shank, Granville wilt and Fusarium wilt.

PRICE: \$8.00 per oz., postpaid.



Seed field of our Coker 187-Hicks tobacco, one of the most popular varieties we've ever introduced. Shown here, J. W. Harrison, Farm Manager Cathcart and Jim Brown examine the fine leaf and growth characteristics of this variety.

COKER 187

BREEDER'S REGISTERED SEED

BLACK
SHANK
RESISTANT

Our Coker 187 seed available for the 1960 season were increased from the best performing selection of this variety that our extensive breeding program has produced to date. Now in its 14th generation, Coker 187 has more disease resistance, higher yields and better quality than all previous strains. During normal seasons this variety produces a good export-type tobacco when properly grown and handled.



Coker 187 produces very satisfactory yields of export-type tobacco when properly grown and handled. Leaves are broad, medium bodied and of uniformly high quality.

"Your Coker 187 tobacco has done an excellent job for us in this area on light, sandy soil. We get good quality leaf from it under our conditions."

Robert E. Fleming — Henderson, N. C.

PLANT TYPE . . .

Medium height with leaves spaced 2-2 $\frac{1}{4}$ inches apart. A plant four to five feet high should produce from 20 to 25 leaves. The leaves are broad, fairly long, medium bodied, and somewhat puckered between the veins, like its Golden Wilt parent.

EASE OF HANDLING . . .

The leaf of Coker 187 is easily cured to a deep lemon or orange color, of medium body, with moderate to moderately high nicotine content. It produces comparatively few suckers. Since it grows with a dark green color, this tobacco should not be heavily fertilized, should be left on the stalk to ripen, and should be cured a little quicker than most other varieties.

ADAPTABILITY . . .

Coker 187 is especially well suited to the Coastal Plains, but grows equally well on the medium and lighter soils of the Old Belt without excess production of dark orange leaf.

DISEASE RESISTANCE . . .

Coker 187 has been tested for seven years on severely infested soils in the Carolinas and Virginia. Its black shank resistance is even higher than Coker 139's. It has good resistance to Granville wilt, and fair tolerance to Fusarium wilt. Overall disease resistance has been improved in the strain being offered for the 1960 season.*

YIELD AND QUALITY . . .

Coker 187 is a medium yielder, producing somewhat more than Hicks and about the same as Golden Harvest or 402. Under average conditions and good management, the leaf is of uniformly good quality.

CHARACTERISTICS

PLANT TYPE: Medium height with leaves spaced 2-2 $\frac{1}{4}$ inches apart. A plant 4-5 feet high should produce 20-25 leaves.

LEAF: Broad, medium body, somewhat puckered between veins.

STALK: Medium size, with good root system.

YIELD: A medium yielder, producing somewhat higher than Hicks and about like Golden Harvest or 402.

QUALITY: Good quality leaf under average conditions and good management.

ADAPTABILITY: Suited to fairly wide range of soils and climate.

DISEASE RESISTANCE: High resistance to black shank and Granville wilt; fair tolerance to Fusarium wilt.

PRICE: \$6.00 per oz., postpaid.

**Coker 187 was bred and has been reselected on soils severely infested with black shank and wilt, and has shown high resistance on such soils at all locations tested. However, we cannot guarantee performance since new strains of the diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.*

"I planted 2.7 acres of Coker 187 and sold 1991 pounds per acre in spite of dry weather during harvest. Every sheet of 5th and 6th croppings sold for \$66.00 per hundred."

Charles Taylor — Portal, Ga.

COKER 156

BREEDER'S REGISTERED SEED

BLACK
SHANK
RESISTANT

Coker 156, released for planting in 1958, has been reselected over a period of 14 years out of a line of Hicks which had a few surviving plants in a black shank nursery. The strain we are offering this year has been improved in both yielding ability and in disease resistance. A favorite among the export trade, Coker 156 is highly rated for its flavor and aroma, and generally brings a good price on the warehouse floor.

PLANT TYPE . . .

Coker 156 is similar in general appearances to Hicks Broadleaf, but is about six inches taller and averages one or two more leaves per stalk; leaf spacing is about the same — $2\frac{1}{2}$ to $2\frac{3}{4}$ inches apart. The medium-sized leaves are easily handled with minimum breakage. Stalks have good storm resistance.

EASE OF HANDLING . . .

Like Hicks Broadleaf, Coker 156 is rather easily cured to a rich lemon or rich orange color on average soils. It is not difficult to handle, especially if seasons are normal and reasonable care is used in producing and harvesting the crop.

ADAPTABILITY . . .

We recommend Coker 156 for planting mainly in the Coastal Plains and on the lighter soils of the Old Belt. It is especially adapted to higher rainfall areas, or where irrigation facilities are available. However, it may be expected to produce a very satisfactory crop throughout the flue-cured area on a wide variety of soils.

DISEASE RESISTANCE . . .

Highly resistant to black shank, this tobacco has been reselected on soils heavily infested with both Granville and Fusarium wilt. It has shown some resistance to these two diseases.*

YIELD AND QUALITY . . .

This tobacco consistently produces about the same poundage per acre as regular Hicks Broadleaf. Nicotine content is slightly higher than Hicks and it is sometimes a bit heavier bodied and a little more oily than Hicks. The leaf is of good quality and has good acceptance by the trade.

CHARACTERISTICS

PLANT TYPE: Resembles Hicks Broadleaf, but is about six inches taller and averages one or two more leaves per stalk.

LEAF: Medium broad, medium long leaf. Easily handled with low breakage.

STALK: Medium size stem; leaves spaced $2\frac{1}{2}$ - $2\frac{3}{4}$ inches apart. Good storm resistance.

YIELD: Very similar to Hicks Broadleaf.

QUALITY: Good quality leaf of rich lemon to rich orange color. Medium to medium heavy body.

ADAPTABILITY: Well suited to a variety of soils throughout the Carolinas and Virginia.

DISEASE RESISTANCE: Good resistance to black shank. Slight resistance to Granville wilt and Fusarium wilt.

PRICE: \$6.00 per oz., postpaid.

**Coker 156 was bred on soils severely infested with black shank and has shown high resistance on such soils in all locations tested. However, we cannot guarantee performance since new strains of the disease or a combination of conditions might occur which could adversely affect tolerance or resistance.*



A favorite of export buyers because of its flavor and aroma, Coker 156, shown here, has won thousands of friends throughout the Carolinas and Virginia since we introduced it two seasons ago.

OTHER DISEASE RESISTANT VARIETIES

COKER'S PEDIGREED GOLDEN WILT

Widely popular, Coker Pedigreed Seed Company's Golden Wilt is another top producer of pounds and dollars per acre. The leaf which cures to a rich lemon or orange color, has a crepe-like texture of medium body and is an excellent cigarette tobacco. Golden Wilt has a high degree of resistance to both Granville and Fusarium wilt. It has some tolerance

for nematodes and, under some conditions, is tolerant to mosaic. Extreme care should be used not to over-fertilize this variety. On heavier soils, excessive rates of fertilizer tend to make Golden Wilt grow too large and produce a lower quality tobacco than it should. It usually takes about half a day less to cure this variety than other commonly grown tobaccos.

Price: \$4.00 per ounce, postpaid.

CERTIFIED OXFORD 1-181

Similar to medium broadleaf varieties such as Hicks and Virginia Bright Leaf, the 181 selection has resistance to black shank comparable to Oxford 1. On soils heavily infested with root knot, it makes a better growth than the parent line. The variety was

developed by the Bureau of Plant Industry, USDA, at the Pee Dee Experiment Station at Florence, S. C. At full maturity the leaf is silky and of medium body when cured. The yield compares with other medium broadleaf tobaccos.

Price: \$3.00 per ounce, postpaid.

CERTIFIED VESTA 5

Vesta 5 produces a medium size plant with medium broad leaves and produces an average number of suckers. It grows with a slight yellowish cast and must be mature and ripe when harvested. The cured

leaf is of rich lemon or orange color. The variety has fair resistance to black shank but rather low resistance to wilts.

Price: \$3.00 per ounce, postpaid.

CERTIFIED DIXIE BRIGHT 101

With moderate resistance to Granville wilt, Fusarium wilt and black shank, Dixie Bright 101 is recommended for planting where a rotation can be used to help reduce black shank infestation or where moderate black shank and Granville wilt resistance is ample. This variety is medium tall with leaves spaced medium wide on the stalk. Since the leaves

grow with a yellowish-green color they should be allowed to ripen fully before harvesting. For best yields, plants should be spaced about 18 to 20 inches in rows four feet apart. Developed by the North Carolina Experiment Station and the USDA, the variety does well on a wide range of soil types.

Price: \$3.00 per ounce, postpaid.

S. C. 58

This variety was developed by the S. C. Experiment Station and the USDA cooperating at the Pee Dee Experiment Station. It is similar to Oxford 1-181 but makes a little higher yield and has somewhat more black shank resistance. Since it is relatively high in nicotine content, it is recommended for planting in lighter soils of the eastern belt of N. C. and other Coastal Plain areas.

Price: \$3.00 per ounce, postpaid.

N. C. 73

Developed jointly by the N. C. Experiment Station and USDA cooperating. It produces average yields of good quality tobacco when allowed to thoroughly ripen in the field. It has good resistance to black shank and moderate resistance to Granville Wilt. N. C. 73 has an average level of nicotine content and is adapted to medium or medium heavy soils.

Price: \$3.00 per ounce, postpaid.

NON-RESISTANT VARIETIES

Available Upon Request

COKER'S PEDIGREED GOLDEN CURE

Golden Cure has become a favorite with growers throughout the bright belt because of its good yield, fine quality, dollar return and ease of handling and curing. Released eight years ago, it has shown good adaptability to soils not infested with black shank and the wilts. Plants have been reselected and inbred on heavily infested nematode soil in field and greenhouse for fifteen generations. This variety responds well to good management and handling practices throughout the season, and rewards the careful grower on the warehouse floor.

Price, BREEDER'S REGISTERED SEED:
\$4.00 per ounce, postpaid.

COKER'S PEDIGREED GOLDEN HARVEST

Golden Harvest is distinguished by uniformity of growth, high production of quality cigarette tobacco, ease of curing and broad leaves. The leaf cures easily to a medium orange with the body of the Gold Dollar parent combined with the best qualities of the 400 line. Uniform ripening after vigorous growth allows systematic harvesting. The plant has comparatively good resistance to root knot and meadow nematode, with some tolerance to soreshin and leafspot. It will stand in the field longer without burning than most standard varieties. Golden Harvest yields more than either of its parents, and has been widely accepted throughout the flue-cured district. Plants average from 20 to 22 leaves, with top leaves above average in size. Does well on soils from Virginia to Florida.

Price, BREEDER'S REGISTERED SEED:
\$4.00 per ounce, postpaid.

Certified HICKS BROADLEAF

Coker's Hicks Broadleaf comes from an original selection made by our breeders out of a broadleaf line under nursery testing. Through continuous reselection and testing, we have produced improved strains each year that are superior to the original line in both quality and yield. Our Hicks Broadleaf grows well and produces good quality leaf throughout the flue-cured district where soil borne diseases are not a problem. It has been reselected and progeny tested on soils heavily infested with nematodes.

Easily handled, the long, medium-broad leaves cure to a bright lemon or orange color and are full bodied, with good aroma. The variety is very uniform in growth habits, and has a medium sized stiff stalk.

Price: \$3.00 per ounce, postpaid.

Certified 402

This variety was developed from a cross of Jamaica Wrapper and 400 by the U. S. Department of Agriculture and N. C. Experiment Station. It has been reselected for improved yield, quality and adaptability for many years. The broad leaves are spaced medium distance on the stalk and grow with a yellowish cast which must be taken into consideration when harvesting.

Price: \$3.00 per ounce, postpaid.

Certified VIRGINIA 21

Bred by the Tobacco Research Station at Chatham, Virginia, Virginia 21 is the result of a cross between Virginia Gold and Yellow Special A. A root-rot resistant variety, Virginia 21 produces long leaves well spaced on the stalk. A good color and texture result when cured after proper ripening.

Price: \$3.00 per ounce, postpaid.

Certified VIRGINIA GOLD

Virginia Gold, developed by the Virginia Agricultural Experiment Station at Chatham, Virginia, is medium tall and has broad leaves of good length, spaced medium distance apart on a large stalk. A vigorous plant, it is a cross between Yellow Special and Cash. In our tests, Virginia Gold has been a comparatively high producer of quality cigarette leaf. It ripens to a rich lemon color when given time to mature fully, and is suitable for growth on a fairly wide variety of soils where disease is no problem. Leaves grow slightly yellow in color and should be fully ripe when harvested.

Price: \$3.00 per ounce, postpaid.

Certified WHITE GOLD

Our White Gold variety is very similar to Hicks Broadleaf. It produces plants of medium size with medium broad leaves. This variety should be managed and the leaf handled about the same as Hicks. The mature leaf is very easy to cure to a bright lemon or orange color.

Price: \$3.00 per ounce, postpaid.

Suggestions for growing and handling your 1960 crop of tobacco

THE PLANT BED

Beds should be located in a well drained, well protected area on good rich soil, preferably with a Southern exposure or so that adequate sunlight will reach the plants. Soil should be well pulverized and weeds burned, disced or otherwise destroyed around the area to be planted. A buffer strip could be planted to small grain around the exposed sides of the beds to reduce the hazard of weed seed blowing in from open fields.

Fertilizer, at the recommended rate, should be worked well into the upper 3 or 4 inches of soil prior to treating for weed control. On our beds, we use one pound of plant bed fertilizer and one-half pound cotton seed meal per square yard. Beds are then fumigated or otherwise treated by recommended methods for weed control; such treatment being made preferably in late October or early November. At the time of planting, the surface of the beds are scratched with a hand rake about one-half to one inch deep, which leaves a fine loose top for sowing the seed.

Plant a variety adapted to your location and one that will provide good returns under your particular conditions. If new varieties are available, only part of a crop should be planted to such a variety, using some of the old varieties as checks. Enough seeds should be planted to insure an ample supply of plants in order to obtain a uniform stand at transplanting.

After planting, inspect beds at frequent intervals for presence of pests. When seed sprout and plants are growing, apply recommended insecticides to control plant bed insects, such as fleabeetle, aphids and vegetable weevil. A combination of 5% DDT and 1% Parathion or each applied separately will give adequate control of most plant bed insects. Apply recommended fungicide such as ferbam, zineb, or captan for blue mold and other foliage diseases.

FIELD MANAGEMENT

Soil should be well prepared and adequate fertilizer applied prior to or at planting time. **Rows should be spaced far enough apart to permit plenty of sunlight and air movement. A spacing of about 8 square feet per plant should be sufficient. In other words, 24 inches apart in the drill, and rows 4 feet apart or equivalent spacing.** It is highly desirable to have adequate plants available in order to secure a good stand of good plants of uniform size at the initial transplanting. In general, it is a good idea to transplant fairly early for good bodied leaf.

In applying fertilizer, good results have been obtained where only about one-half is used in the furrow, and the balance as a side dresser about 10 days after transplanting or at the first cultivation. This is especially advantageous where irrigation facilities are available. Use only enough fertilizer to insure good yields of high quality leaf. Check fields continuously for insects and other troubles. 10% DDT dust will give bud worm control and 1½% Endrin dust good horn worm control. Effective control with Endrin can be obtained by applying at about 10 day intervals during the growing season.

CURING AND GRADING

Use care in handling the harvested leaves before and after stringing. Do not bulk and let the leaves become heated. It is highly desirable to hang the tobacco, preferably in the curing barn, as soon as strung on the sticks. Such tobacco is much easier cured to a good color without sponging or becoming muddy. If leaves are longer than the tier pole spacing, be sure that sticks are alternated in each successive tier up through the barn. If tips of leaves rest on the butts

of the sticks below, it is not only difficult to dry the covered part, but proper coloring and curing is not likely.

Well ripened tobacco usually requires about a day and a half of coloring in the curing barn before advancing temperatures to dry the leaf. Where only well ripened tobacco is harvested and it is properly handled prior to placing in the curing barn, it should be easily cured to a good rich color even though more than one variety is placed in the same barn at the same time. Tobacco should be removed from the barn and bulked with leaf moisture content sufficient to

prevent breakage and not too high for spoilage. After bulking for a few days, tobacco should be well graded and tied in an attractive manner in hands about the size of one-half dollar, even though there seems to be little difference sometimes in the price paid for well graded tobacco and that poorly graded or having mixed grades. We should insure the buyer of not only a good quality product but one representative of the grade placed on the tobacco which he is buying.

We urge you to consult your county agent, tobacco specialist or vocational agriculture teacher about latest methods and materials to use.

Herman Minchew (right) of Blackshear, Georgia and D. Q. Harris, Coker representative, are shown in Mr. Minchew's fine field of improved Hicks Broadleaf.



RECOMMENDATIONS AND DATA ON TOBACCO VARIETIES

1959 TESTS

Performance of Certain Tobacco Varieties and Experimental Lines

(Tests conducted by Coker's Pedigreed Seed Company on both diseased and disease free land)

KIND OF TOBACCO	DISEASE RESISTANCE			1959 PER ACRE**		RECOMMENDED	
	BLACK SHANK	GRANVILLE WILT	FUSARIUM WILT	POUNDS	DOLLARS	SOIL	FERTILIZER
Hicks (Coker)	None	None	None	2,233	\$1,521	Med.-Med. H.	Moderate
Hicks (other)	None	None	None	1,992	1,339	Med.-Med. H.	Moderate
Golden Cure	None	None	None	2,080	1,396	Med.-Med. H.	Mod.-Mod. H.
Virginia 21	None	None	None	2,148	1,442	Med.-Med. H.	Moderate
Coker 156	High	Moderate	Moderate	1,973	1,289	Light-Med.	Moderate
N. C. 73	High	Low	Moderate	1,970	1,273	Medium	Moderate
Coker 187	High	High	Moderate	2,050	1,363	Light-Med.	Moderate
Coker 128	High	Moderate	Moderate	2,007	1,350	Medium	Moderate
Coker 316	High	High	High	2,199	1,473	Med.-Med. H.	Mod.-Mod. H.
Coker 187-Hicks	High	Moderate	Mod-High	2,249	1,483	Med.-Med. H.	Mod.-Mod. H.

**Based on six replicated variety tests, two locations, Coker's Pedigreed Seed Co. at Hartsville, S. C.

Consult your county agent, vocational agriculture teacher or tobacco specialist about methods and materials.

TERMS AND CONDITIONS

LOOK FOR THE RED HEART TRADEMARK ON ALL PACKAGES
OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's Pedigreed Tobacco Seed are packed in convenient one ounce metal containers bearing our registered Red Heart Trademark and the words; "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before

leaving our plant and should not be accepted by customer if the seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trademark and official seal. Accept no substitutes.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with a label on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of

the seed after they have been planted, for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to the purchase price of the seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under

the same conditions. Drouth or poor conditions will result in a reduced yield and poorer quality — no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, proc-

essed, tested and stored under our personal supervision and control.

PRICE LIST FOR 1960 SEASON

PEDIGREED VARIETIES

Registered Seed
Black Shank and Wilt Resistant

	Ounce
Coker 316	\$10.00
Coker 128	10.00
Coker 187-Hicks	8.00
Coker 156	6.00
Coker 187	6.00

PEDIGREED VARIETIES

Registered Seed

	Ounce
Golden Cure	\$4.00
Golden Wilt	4.00
Golden Harvest	4.00

CERTIFIED VARIETIES

	Ounce
White Gold	\$3.00
Hicks Broadleaf	3.00
Vesta 5	3.00
Oxford 1-181	3.00
Dixie Bright 101	3.00
Virginia 21	3.00
Virginia Gold	3.00
402	3.00
S. C. 58	3.00
N. C. 73	3.00

62

COKER'S PEDIGREED SEED COMPANY

Hartsville South Carolina



COKER'S TOBACCO SEED CATALOG 1960 SEASON

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